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NEWS RELEASE

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ECONOMIC ECOSYSTEMS KEY TO UTAH'S TECH FUTURE

Governor Mike Leavitt and members of the Utah Technology Alliance today announced an initiative to generate investment in the state's high technology ecosystems. These ecosystems are defined as areas of business activity in which Utah has a national reputation, expertise or a strategic advantage. Examples include computer graphics, biotechnology/genetics, and medical devices.

"Utah is already ground zero for innovation in key technology areas," says Governor Mike Leavitt. "By identifying these key competency areas, we can help propel Utah to the top-tier of technology centers in the country."

The ecosystems will be a key element of the governor's Olympic hosting program, aimed at maximizing Utah's exposure as a high technology location for companies. Each ecosystem is composed of academic researchers, business leaders, anchor companies, venture capitalists and professional service providers who collectively support and nurture the business activity in the system.

As a complement to Utah's economic ecosystem focus, the governor also launched the state's new branding campaign that features Utah as a destination *where ideas connect*. The campaign makes the connection between the world-class recreation found in Utah and the state's equally impressive technology base. The new brand will be used to market the state's growing, well-educated and tech-savvy workforce.

The Utah Technology Alliance (formerly the Utah Silicon Valley Alliance) is an organization of technology and business leaders, research institutions, venture capitalists aimed at creating partnerships between Utah's tech community and other communities, including the Silicon Valley. Utah Governor Mike Leavitt launched the Alliance to focus on accelerating Utah's emergence as a center for technology and entrepreneurship.

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*Where ideas connect*

DEPARTMENT OF COMMUNITY  
AND ECONOMIC DEVELOPMENT

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## **Did you know.....???**

### **Human genome research**

The University of Utah has discovered more gene related diseases than any university in the world.

### **Genetically related diseases**

Myriad Genetics, Inc. has discovered and patented genes related to diseases such as breast cancer, cervical cancer, prostate cancer, diabetes, and high cholesterol.

### **Pharmaceuticals for targeted gene therapy**

Myriad Pharmaceuticals, Inc. has developed a proprietary technology called ProNet, which can identify the protein pathways that underly the world's major human diseases. The ProNet technology has now delivered 36 drug targets to Myriad. These targets cover the spectrum of important human diseases from dementia and diabetes, to prostate cancer, rheumatoid arthritis and AIDS.

### **Computer graphics / Digital games**

The primary software development team for Microsoft's Xbox game product is located in Salt Lake City! The team, working for a company formerly known as Access Software, also developed the world's most popular golf game, Links. Saffire Corporation, headquartered in American Fork, is one of the nation's top producers of video games, creating games for such major publishers as Red Storm, Konami, Nintendo, Electronic Arts, G. T. Interactive, and Midway

### **Computer graphics/ medical applications**

The Scientific Computing and Imaging Institute at the University of Utah is one of the world's leading research institutes dedicated to medical imaging and scientific visualization technologies. The Institute, directed by Dr. Christopher Johnson, houses two national research centers: the NIH Center for Bioelectric Field Modeling, Simulation, and Visualization and the DOE Advanced Visualization Technology Center.

### **Medical Devices**

Sarcos, Inc. in Salt Lake City has developed an amazing variety of electro-mechanical products ranging from the animated dinosaurs featured in Jurassic Park to sophisticated artificial arms and hands.